

### REMARKS

Claims 2 and 25 have been cancelled without prejudice or disclaimer. Claims 1, 20, and 21 have been amended to include the features of cancelled claims 2 and 25. Claims 26 and 27 have also been amended. Support for additional claim amendments to claims 1, 20 and 21 and the claim amendments of claims 26 and 27 can be found at FIG. 6, and page 28, line 14-27; page 29, line 4-27; page 31, line 9-27 of the specification. New claims 28 and 29 have been added, and support thereof can be found at page 28, line 26 – page 29, line 7.

Claims 1, 3, 4, 7, 9-12, 20, 21, 26-29 are currently pending and under consideration. Reconsideration is respectfully requested.

The Applicants also respectfully request that the Examiner acknowledge and initial the references included on the PTO-1449 Form in the Information Disclosure Statement filed on March 29, 2006.

**I. REJECTION OF CLAIMS 1-4, 7, 9-12, 20, 21 AND 25-27 UNDER 35 U.S.C. 103(a) AS BEING UNPATENTABLE OVER JACOBI (U.S. PATENT PUBLICATION NO. 2001/002914)(previously cited) IN VIEW OF NG (U.S. PATENT NO. 6,405,175)(previously cited) AND FURTHER IN VIEW OF WALKER (U.S. PATENT PUBLICATION NO. 2005/0027601)(previously cited):**

Neither of the foregoing references relied upon, individually or combined, disclose “A product information supply method comprising: receiving combination information about combinations of products from a terminal of an individual who has bought the combination of products, wherein **the combination information comprises a relationship between combined products, the relationship comprises at least one of compatibility, complement, and added value, and a type of use which indicates a use and a scene of which a related product of the combined products is useful to and a profile about the individual;** making registration of said combination information in a database, so that the combination information can be accumulated; searching the database in response to inquiries about the combination information extracted from the database, wherein **each of the inquiries corresponds to a choice signal that indicates a product chosen at a terminal of a consumer in order to specify a candidate for at least one purchase and place a buy order, and the combination information extracted from the database has been registered by an individual having a similar profile to the profile of the consumer; supplying the terminal of the consumer the**

**combination information which comprises the relationship between the combined products, a type of use, and a degree of usefulness of the combination information; allowing a plurality of consumers to each purchase a same combination of products via a network, as that of the combination of products purchased by the individual; and determining priority of supplying a consumer with the combination information and the degree of usefulness based on a number of times a purchase of the same combination of products have been made based on the combination information, and based on a number of times reference has been made to a Web page that introduces the same combination of products described in the combination information as link information,”** as recited in amended claim 1, for example.

Instead, as previously mentioned, Jacobi merely discloses a computer-implemented service which recommends items to a user based on items previously selected by the user, such as items previously purchased, viewed, or placed in an electronic shopping cart by a user (see Abstract). That is, Jacobi discloses providing similar items based on commonality indexes of purchased products.

Ng merely discloses a web site which allows users to search a product/price database. The database including product and price information for a wide variety of products from many different suppliers such as online and offline stores whereby the information is collected and corrected by submitting users who are rewarded for product submissions (see Abstract; and column 5, lines 27-34). Further, when a user clicks on a link to a supplier's web site, the seller's web page with price and product information is retrieved, and when the user follows a link to the seller's web site, the person who first submitted the product/price information is rewarded (see column 11, lines 47-54). That is, in Ng, rewards are generated according to the number of times reference has been made to a seller's web page. Further, in Ng the products are rated individually.

As pointed out by the Examiner, Walker discloses a vending machine apparatus whereby a customer is offered the ability to purchase a combination of products for a single price by the customer selecting a first product from a first group of inventoried products, and then the customer picking a second product from a second inventory group that is revealed to the customer after the first product is selected (see paragraph [0050]). In determining which inventoried products will be included in the second inventory group, a vending machine may consider a value rating of one or more products. That is, the vending machine consider products having a relatively low value rating to be allocated to the second inventory group to encourage the sale of these products (see paragraph [0049]). In Walker, the customer selects products of some groups and purchases them at a single set price. Again, the Applicants

respectfully submit that allowing a customer to select a second product from a second inventory group revealed to the customer after selecting a first product as disclosed in Walker, is not the same as consumers being offered combination information based on a purchaser who has previously purchased the combination information and registered the combination information.

At page 4 of the Office Action, the Examiner admits that neither Jacobi nor Ng disclose the use of combination information. However, the Examiner asserts that Walker discloses this feature at paragraphs [0049] and [0050].

Further, the Examiner admits that neither Jacobi, nor Ng nor Walker, disclose “determining priority of supply of a user with combination information on the basis of the number of times a purchase of the related products (i.e., combination of products) have been made on the basis of the combination information, or based on the number of times reference has been made to the Web page by the corresponding combination information. However, the Examiner asserts that the rewards disclosed in Ng are tied to the number of times reference has been made to the Web page. Further, the Examiner asserts that it would be obvious for one skilled in the art to modify the above references in order to achieve the method disclosed in the present invention as recited in claim 1, for example. The Applicants respectfully disagree with the Examiner.

The Applicants respectfully submit that there is no motivation to combine these references to achieve the method of the present invention, as recited in claim 1, for example. Thus, the combination of the evaluation technique disclosed in Ng and the techniques of Jacobi and Walker would not yield the same results as those of the present invention. That is, the combination of the foregoing references fails to provide, for example, “combination information comprises a relationship between combined products, the relationship comprises at least one of compatibility, complement, and added value, and a type of use which indicates a use and a scene of which a related product of the combined products is useful to and a profile about the individual... [and] supplying the terminal of the consumer the combination information which comprises the relationship between the combined products, a type of use, and a degree of usefulness of the combination information,” as recited in amended claim 1.

Claims 20, 21, 26 and 27 have been amended to recite features somewhat similar to amended claim 1. Therefore, although the above comments are specifically directed to claim 1, it is respectfully submitted that the comments would be helpful in understanding differences of various other rejected claims over the cited references.

Thus, the combination of Jacobi, Ng and Walker fails to establish a prima facie case of obviousness over the present invention. Therefore, it is respectfully submitted that the rejection is overcome.

**II. CONCLUSION:**

In view of the foregoing amendments and remarks, it is respectfully submitted that each of the claims patentably distinguishes over the prior art, and therefore, defines allowable subject matter. A prompt and favorable reconsideration of the rejection along with an indication of allowability of all pending claims are therefore respectfully requested.

If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

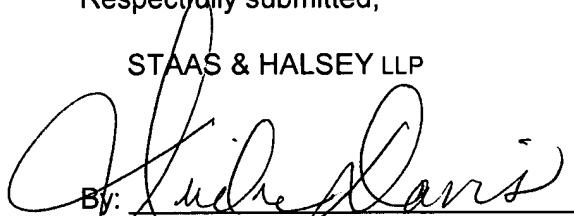
Respectfully submitted,

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